

Metropolitan Family Services

150 years of amazing strength

April 22, 2008

Greetings FCC Officials:

Metropolitan Family Services is pleased to affirm Bonneville Radio Chicago's strong support of the local community and of Metropolitan Family Services. As one of the Chicago area's first and largest human services agencies, Metropolitan provides a wealth of programs and services and advocates for policy initiatives, all designed to strengthen lower-income families. Yet the agency needs broadcast support and resources in promoting who it is and what it does.

Bonneville's offer to help support Metropolitan has provided a valued and timely opportunity. In December 2006, coinciding with the launch of our 150th anniversary celebration, we began a two-year partnership designed to help broaden Metropolitan's name awareness and generate fundraising support. That support includes a daily Metropolitan PSA that airs on each of Bonneville Chicago's three stations, and a monthly feature on the public affairs program "MFS at 150," which also airs on the stations and highlights different Metropolitan initiatives.

The on-air presence has helped Metropolitan:

- Build awareness among the public and its supporters, allowing us to highlight many of our program and service areas.
- Educate listeners about our social policy initiatives that positively impact families throughout Illinois.
- Generate additional interest in several major fundraisers, helping ensure that we secure funding that is essential to Metropolitan's viability and progress.

Also, the diversity of Bonneville's station formats has been a plus, helping Metropolitan more effectively reach a variety of geographic and ethnic audiences, a variety that reflects the families we serve.

In light of these successes, Metropolitan is concerned that the FCC's new local programming rules threaten to create a bureaucratic framework that will disrupt the locally developed process that exists between organizations such as Bonneville and Metropolitan. We ask that current mechanisms remain in place to ensure that nonprofits are able to secure needed broadcast support, which in turn helps generate public support for services that benefit local residents and their communities.

Metropolitan Family Services truly appreciates Bonneville Radio and considers its ongoing commitment to community, both in Chicago and nationally, to be essential.

Best regards,

Ann Pinkney
Marketing Communications Director
Metropolitan Family Services